



Don't Pardon the Bad Attitude

Well, well, what do we have here? Looks to me like an accident just waiting to happen. Maybe it'll be a piece of debris in his eye or, heaven forbid, a cut off limb. Whatever it is, if this guy continues with his lackadaisical safety attitude, he'll eventually suffer some type of injury that will send him to the emergency room.

I'd bet real money that, if confronted about his lack of PPE, his predictable response would be "I know what I'm doin', so I don't need no safety gear." Then he'd say something like "I've been doin' this fer ten years an' I ain't never had no accident before."

Folks, that very mind-set is the problem ... and the challenge ... we face in the safety business. Fact is, the average Joe just doesn't think he really needs safety, and for some it's a cultural "bad attitude" that's hard to change. So how do we make a difference? If you want to change people's attitude, you have to educate them, and *communication is the key*.

Everyone is different. They may be affected by a graphic poster, a magazine article, a safety lecture, or a snappy slogan. Throw it all at 'em, and some of it will sink in.